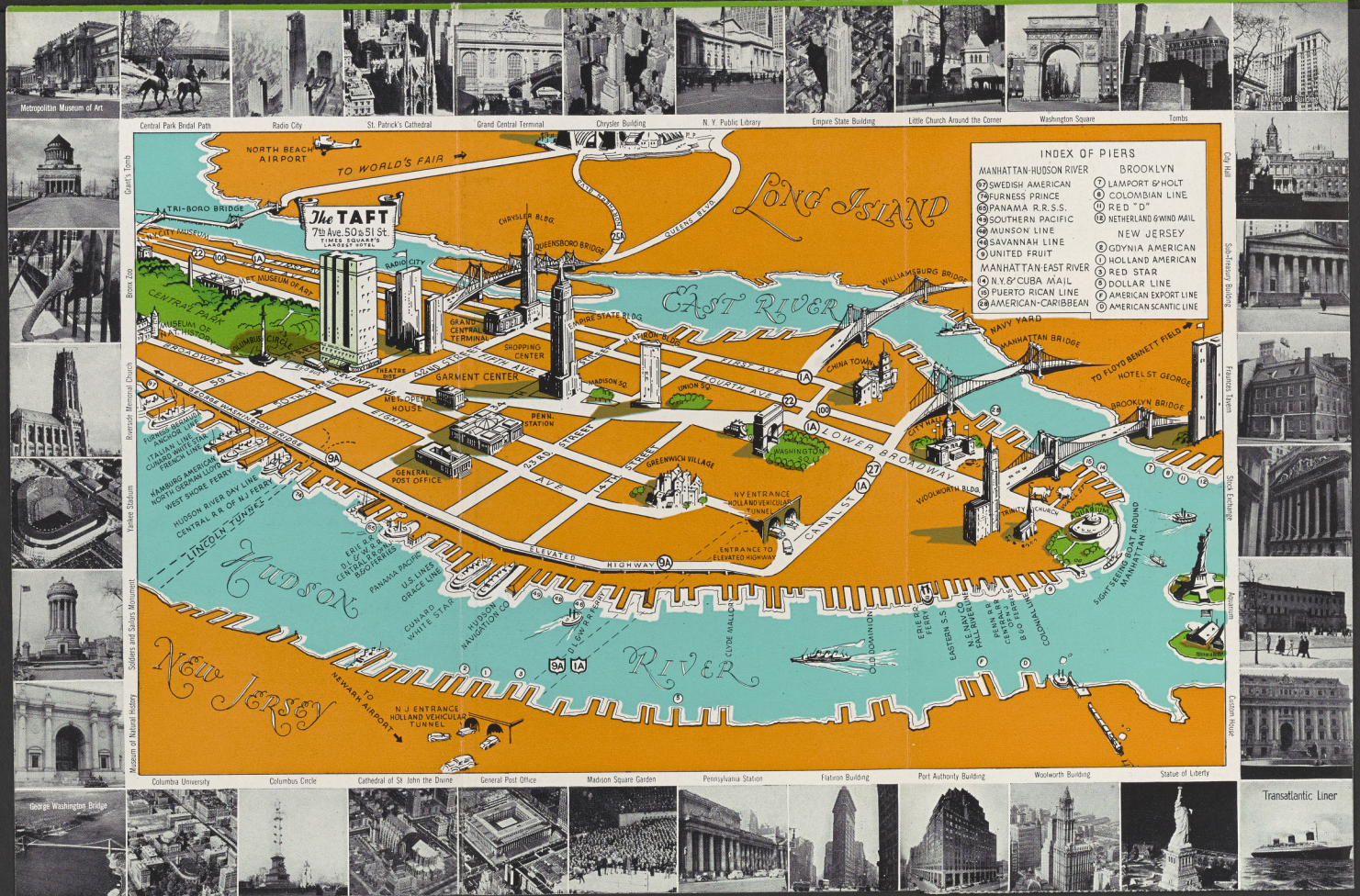
HOTEL TAFT

7th. AVE.
50 to 51 Sts.

NEW YORK

2000 ROOMS
WITH BATH AND RADIO
FROM
$2.50

AT RADIO CITY


Metropolitan Museum of Art
Central Park Bridal Path
Radio City
St. Patrick's Cathedral
Grand Central Terminal
Chrysler Building
N. Y. Public Library
Empire State Building
Little Church Around the Corner
Washington Square
Tombs
American Stock Exchange
Grant's Tomb
Bronx Zoo
Riverside Memorial Church
Yankee Stadium
Soldiers and Sailors Monument
Museum of Natural History
City Hall
Sub-Treasury Building
Fraunces Tavern
Stock Exchange
Aquarium
Custom House
George Washington Bridge
Columbia University
Columbus Circle
Cathedral of St. John the Divine
General Post Office
Madison Square Garden
Pennsylvania Station
Flatiron Building
Port Authority Building
Woolworth Building
Statue of Liberty
Transatlantic Liner
NORTH BEACH AIRPORT
TO WORLD'S FAIR
TRI-BORO BRIDGE
The TAFT
7th Ave. 50 to 51 St.
TIMES SQUARE'S LANDMARK HOTEL
LONG ISLAND
EAST RIVER
HUDSON RIVER
NEW JERSEY
CHRYSLER BLDG.
QUEENSBORO BRIDGE
QUEENS TUNNEL
WILLIAMSBURG BRIDGE
MANHATTAN BRIDGE
BROOKLYN BRIDGE
NAVY YARD
CHINA TOWN
RADIO CITY
CENTRAL PARK
MUSEUM OF ART
MUSEUM OF NAT. HIST.
COLUMBUS CIRCLE
EXPRESSWAY
GRAND CENTRAL TERMINAL
SHOPPING CENTER
MAIN STEM
PARK AVE.
GARMENT CENTER
EMPIRE STATE BLDG.
HERALD SQ.
MADISON SQ.
UNION SQ.
FIRST AVE.
FOURTH AVE.
MET. OPERA HOUSE
PENN. STATION
34th STREET
23rd STREET
GREENWICH VILLAGE
WASHINGTON SQ.
LOWER BROADWAY
CANAL ST.
TO GEORGE WASHINGTON BRIDGE
FURNESS BERMUDA LINE
ANCHOR LINE
ITALIAN LINE
CUNARD WHITE STAR
FRENCH LINE
HAMBURG AMERICAN
NORTH GERMAN LLOYD
WEST SHORE FERRY
HUDSON RIVER DAY LINE
CENTRAL R.R. OF N.J. FERRY
LINCOLN TUNNEL
GENERAL POST OFFICE
EAST RIVER FERRIES
CENTRAL R.R. OF N.J. FERRIES
PANAMA PACIFIC
U.S. LINES
GRACE LINE
CUNARD WHITE STAR
HUDSON NAVIGATION CO.
ELEVATED HIGHWAY 9A
N.Y. ENTRANCE HOLLAND VEHICULAR TUNNEL
ENTRANCE TO ELEVATED HIGHWAY
TO NEWARK AIRPORT
N.J. ENTRANCE HOLLAND VEHICULAR TUNNEL
CLYDE MALLORY
OLD DOMINION
ERIE R.R. FERRY
EASTERN S.S. CO.
N.E. NAV. CO.
PENN R.R. CENTRAL R.R. FERRIES
BIG STAR LINE
COLONIAL LINE
WOOLWORTH BLDG.
TRINITY CHURCH
SIGHT-SEEING BOAT AROUND MANHATTAN
TO FLOYD BENNETT FIELD
HOTEL ST GEORGE
INDEX OF PIERS
MANHATTAN-HUDSON RIVER
57 SWEDISH AMERICAN
76 FURNESS PRINCE
59 PANAMA R.R.S.S.
49 SOUTHERN PACIFIC
48 MUNSON LINE
46 SAVANNAH LINE
9 UNITED FRUIT
MANHATTAN-EAST RIVER
4 N.Y. & CUBA MAIL
15 PUERTO RICAN LINE
28 AMERICAN-CARIBBEAN
BROOKLYN
7 LAMPORT & HOLT
8 COLOMBIAN LINE
11 RED "D"
12 NETHERLAND & WIND MAIL
NEW JERSEY
2 GDYNIA AMERICAN
1 HOLLAND AMERICAN
3 RED STAR
5 DOLLAR LINE
F AMERICAN EXPORT LINE
6 AMERICAN SCANTIC LINE

Make your reservations on the reverse side and mail this coupon . . . We'll do the rest.

HOTEL
TAFT
7th Ave. at 50th St. NEW YORK

2000 OUTSIDE ROOMS

FEATURING NEW "DIRECT RECEPTION" RADIOS

Servidors, Bed Lamps, Circulating Ice Water

Please reserve for arrival on ..... at ..... M.
Date Time

..... Arriving from .....
Railroad or Steamer City

KINDLY CHECK TYPE OF ACCOMMODATION DESIRED

Single Room (Running Water) Bath Adjacent	☐ $2.00	☐ $2.25	☐ $2.50				
Single Room—Private Bath	☐ $2.50	☐ $2.75	☐ $3.00	☐ $3.50	☐ $4.00	☐ $4.50	☐ $5.00
Double Room (Running Water) Bath Adjacent	☐ $3.00	☐ $3.50					
Double Room—Private Bath	☐ $3.50	☐ $4.00	☐ $4.50	☐ $5.00	☐ $5.50	☐ $6.00	☐ $6.50
Twin Bedded Room—Private Bath	☐ $4.00	☐ $5.00	☐ $5.50	☐ $6.00	☐ $6.50	☐ $7.00	☐ $7.50
Room for Three Persons—Private Bath		☐ $5.50	☐ $6.00	☐ $7.00	☐ $8.00	☐ $9.00	
Two Connecting Rooms—Private Bath—Three Persons			☐ $6.50	☐ $7.50	☐ $8.50	☐ $9.50	
Two Connecting Rooms—Private Bath—Four Persons			☐ $7.50	☐ $8.50	☐ $9.50	☐ $10.50	
Suites—Parlor, Bedroom and Bath. One Person			☐ $7.00	☐ $8.00	☐ $9.00		
Two Persons			☐ $8.00	☐ $9.00	☐ $10.00	☐ $12.00	
Three Persons			☐ $9.00	☐ $10.00	☐ $11.00	☐ $14.00	

Name .....

Address ..... City .....

ROOM *You will enjoy a luxuriously appointed room with private bath and "Direct Reception" radio at $2.50 a day and up.*

Comfort

Every conceivable comfort has been provided for your happiness.

All of our 2000 modern airy rooms are equipped with "direct reception" radios, servidors, circulating ice water, full length dressing mirrors, bed-head reading lamps, bridge lamps, writing desks, even electric razor outlets . . . really, the last word in luxury and convenience.

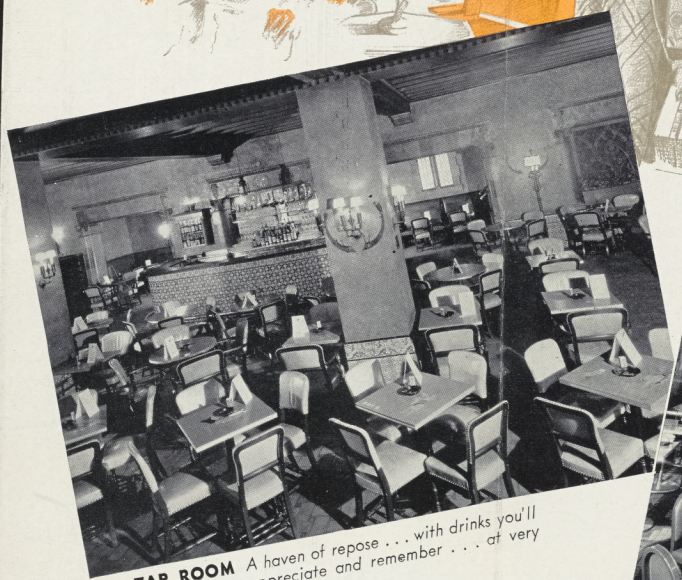
All the restaurants at The Taft are delightfully air conditioned. Many of the things you'll want to buy . . . theatre tickets, newspapers, magazines, jewelry and flowers, haberdashery, cosmetics and toilet goods . . . you can get at The Taft without leaving the hotel.

Organ concerts on the mezzanine every night with a famous organist at the console.

Service

A personnel of one thousand trained employees at your command. That's a lot of people . . . but we need all of them to maintain the high standards of service that have been set for The Taft. Every member of the staff is personally interested in rendering those seemingly trivial, yet really important extra attentions that guarantee your complete satisfaction.

LOBBY *You'll get that feeling of complete relaxation . . . in soft-cushioned divans amidst colorful surroundings.*



TAP ROOM *A haven of repose . . . with drinks you'll appreciate and remember . . . at very modest prices.*

COFFEE SHOP *Here you'll find economy combined with an endless variety of tempting dishes.*

GRILL

Famous for its marvelous food at low prices. Dance music by an internationally known orchestra.

MANHATTAN IS AN ISLAND SURROUNDING THE TAFT

AVERY CLASSICS F 128.W25 T34 1940

FOR THE VISITOR *On Business*

TRANSIT FACILITIES

Our location saves your time and money by placing you in the very heart of New York's business centers. The subway stations are at the corner, the bus lines pass the door, making THE TAFT most accessible to every part of the city. Railroad stations and trans-atlantic piers are but five minutes by taxi or bus.

ASSISTANCE AT TERMINALS

On request our experienced representatives will meet guests at steamship piers and railroad or bus stations, likewise assisting them on departure — of course without charge.

RESIDENT BUYING OFFICES

Every important merchandise center is within a few minutes walk.

MANUFACTURING DISTRICTS

It is a matter of brief minutes to the Silk and Women's Wear section, the Cotton trades, the Lingerie, Millinery and Notion Studios, as well as the New York offices of heavy industries.

TRADE CONTACT BUREAU

For the convenience of those interested in various phases of international trade, our Bureau has available files of foreign and domestic tariffs, import and export requirements, and lists of sales representatives and manufacturers in principal trading centers of the world.

ROCKEFELLER CENTER

This great aggregation of skyscraper office buildings, housing the leading domestic and foreign commercial organizations, adjoins The Taft.

1940 T3D 1194

PRINTED IN U.S.A. 5-15-40

CLASSICS

FOR THE VISITOR *Pleasure Bent*

PERSONAL SERVICE BUREAU

Miss Allen, Director of Personal Service for Guests, is at your service without charge to advise you on the most popular shows . . . how to get about the city . . . what sights to see . . . where to shop.

SIGHTSEEING

From the vantage point of THE TAFT on Times Square all the thrilling sights of New York are before you. Sightseeing buses start from THE TAFT.

RADIO CITY

This magnificent "city within a city" is our neighbor. Beneath the lofty Observation Roof of the 71-story RCA Building are the Gardens of the Nations, the Promenade, Sunken Plaza and Prometheus Fountain, the Great Hall with Sert and Brangwyn murals, the Museum of Science and Industry. Included in the group of buildings are the Radio City Music Hall, the Center Theatre, the National Broadcasting Company Studios and Auditorium, the RKO Building, the British Empire Building, La Maison Francaise, Palazzo d'Italia, and the International Building.

AMUSEMENTS

Surrounding THE TAFT are all the amusements and diversions of this great city. Here even an aimless stroll is a glamorous adventure.

THEATRES

One hundred theatres, housing plays the world talks about, are clustered around THE TAFT. The Roxy Theatre is in our building.

SHOPS

Fifth Avenue—Fifty-Seventh Street—Madison Avenue —the streets of New York's smartest shops are nearby, as well as all the city's great department stores.

UNDER *Exacting* BING *and* BING MANAGEMENT

HOTEL TAFT

ALFRED LEWIS MANAGER

7TH. AVENUE 50TH. TO 51ST. STS. NEW YORK

TEL. CIRCLE 7-4000 CABLE ADDRESS THETAFT